

Application No.: 09/895,989

Atty's Docket No. 0220-081**REMARKS**

Claims 1-3, 5-13, 15-19, 21 and 23-27 are pending in the application. Claims 1, 11 and 21 have been amended by the foregoing amendment. No new matter has been introduced by this amendment.

Claims 1-3, 5, 10, 11-13, 15, 21 and 23 and 17 stand rejected under 35 U.S.C. §103(a) as being unpatentable over the Yahoo search engine ("Yahoo") in view of U.S. Patent No. 6,721,736 ("Krug"). Claims 6-9, 16-19 and 24-27 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Yahoo in view of Krug and further in view of U.S. Patent No. 6,745,161 ("Arnold").

Exemplary embodiments disclose a method for presenting structured digital content items. The method comprises: a) reading a first file to obtain one or more categories associated with a present layer, wherein the first file defines a hierarchical structure for presenting digital content items, the hierarchical structure defining a plurality of layers into which digital content items are classified; b) mapping the one or more categories associated with the present layer to areas on a display; c) receiving a first display location from a user; d) displaying the category mapped to the first display location; e) determining whether the user has selected the first display location; f) if the user has selected the first display location, then determining whether the category mapped to the selected first display location is associated with a next-lower layer; g) if the category mapped to the selected first display location is associated with a next-lower layer, then making the next-lower layer the present layer, and repeating steps a) through g); h) if the category mapped to the selected first display location is not associated with a next-lower layer, then reading one or more second files associated with the category mapped to the selected first display location to obtain one or more sets of one or more digital content items associated with

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the category mapped to the selected first display location in the present layer, wherein each of the second files associates each of one or more digital content items with at least one of the categories; i) mapping the obtained one or more sets of one or more digital content items to areas on the display; and j) displaying the one or more digital content items wherein all displayed items correspond to a same layer within the hierarchical structure.

Yahoo displays a plurality of categories and subcategories, corresponding to separate layers, simultaneously. Yahoo fails to disclose receiving a first display location from a user and displaying the category mapped to the first display location. The display of Yahoo is not based on a display location received from a user. Yahoo further fails to disclose all displayed items corresponding to a same layer within the hierarchical structure.

As described in exemplary embodiments (Specification, p. 12, lines 5-21), processor 122 receives an x-coordinate and a y-coordinate corresponding to a location on display device 144. The x, y-coordinate pair is defined by a pointing device which may be a mouse 142, a touch screen, a light pen or other pointing device.

Claims 1, 11 and 21 above highlight receiving a first display location and displaying the category mapped to the first display location. Krug fails to overcome this deficiency of Yahoo.

At least for these reasons, it is believed that claims 1, 11 and 21 are allowable over the combined teachings of Yahoo and Krug. The remaining claims, all of which depend on one of claims 1, 11 and 21, are also allowable.

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All of the rejections and objections having been overcome, it is believed this application is in condition for allowance and a prompt notice to that effect is respectfully requested. Should the Examiner have any questions with respect to expediting the prosecution of this application, he is strongly urged to contact the undersigned at the number listed below.

Respectfully submitted,

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